



FOR IMMEDIATE RELEASE

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MAYOR JERRY SANDERS

FACT SHEET

MAYOR ANNOUNCES RECORD RECYCLING RATE

2008 Report Shows Highest Rate Since City Began Keeping Records

Mayor Jerry Sanders today announced that the city's waste-diversion rate – commonly known as the recycling rate – was 64% in 2008, the highest rate since the city began keeping records in the early 1990s.

The mayor credited the city's aggressive outreach efforts and tough new municipal ordinances with raising awareness of the importance of separating items such as plastics, bottles and newspapers from the rest of the trash.

"All San Diegans deserve credit for taking the message of recycling to heart," Mayor Sanders said. "It is a message my administration has been emphasizing since I took office almost four years ago."

Just three years ago, the city's recycling rate stood at 55%. Compared to 2006, city residents are now recycling or reusing an additional 4,600 tons per week. This means that of the roughly 4 million tons of trash generated in the city of San Diego in 2008, some 2.5 million tons wound up somewhere other than the city's landfill.

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